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Outstanding New Issues
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The Rochester Philatelic Association, PO Box 10206 Brighton Station, Rochester, NY 14610 <http://www.rpastamps.org>

Our New Season is Here!

Welcome back to our 97th year! We have a great year ahead of us and hope you can attend all of our meetings! Yes, dues are due. Bring your \$20 either to a meeting or send it along to our post office box address listed above **along with the enclosed contact form!**

ROPEX Update

We had a very good wrap-up discussion about ROPEX with members attending our first June meeting, bringing up several points that should be known to all.

ROPEX 2010 lost \$1,068 when all was said and done. This was our second straight year in the red, with ROPEX 2009's loss of \$809.

Obviously, this trend must turn around. The RPA counts on a ROPEX profit each year to help balance our yearly operation budget that currently runs at a deficit of around \$1,000. We're not broke by a long shot, but aim to retain our \$25,000 (or so) surplus to help ensure our long-term viability as a club.

How did we lose money? Well, "lose" probably isn't the right way to put it. Some expenses tend to increase year over year, like table and chair rental. Judging fees increased 20% in the past two years due to a mandatory WSP requirement (which still in no way cover a judge's out of pocket expenses). The arena rental fee increased by \$900 compared to 2008, but that \$6,100 charge was negotiated down from 2009's whopping \$7,100 fee.

The real difference is on the income side of the financial ledger.

Bourse income dropped \$1,600 compared to 2009. That's the equivalent of 4 "large" tables that sell for \$400 each. Exhibit income dropped \$400, \$200 of which was due to a discount incentive to help fill frames to ensure our WSP minimum was met. These are trends most shows are experiencing—fewer dealers and many fewer exhibits—as our collecting base gets older. Our raffle this year was a bust, bringing in \$630 less than we did in 2009 when we ran a successful "Chinese auction."

What steps were taken in 2010 to help reduce our costs? One significant change was in our promotional expenses. We opted for a less expensive postcard mailer compared to our 2009 pre-show flier as well as a smaller black and white show program compared to a full color one. Printing alone for these two items saved us around \$1,200 compared to 2009, but we also lost some \$350 in advertising revenue because of it. We already mentioned the re-negotiated contract with The Sports Centre.

Bottom line: How can we turn this around?

We'll continue to solicit additional dealers and exhibitors to try to maximize our potential revenue from them. Our venue remains ideal for dealers, exhibitors and show goes alike, and options here are few and far between. However we can continue to reduce expenses where possible and help increase income in other areas without increasing dealer or exhibitor costs, which are at "market rate" right now.

The major recommendation that came out of the ROPEX committee's discussions was to initiate a show admission fee of \$3 per day or \$6 for a 3-day pass. Almost all other collectables shows already have such a fee, as do a good number of other national stamp shows around the country. All RPA members and exhibitors would be exempt from this charge. Charging admission also allows us to monitor attendance, something we have not been able to do in the past.

We also want to re-initiate the Chinese auction, more of a "you choose" raffle for those of you who remember it from 2007 and 2008. It requires the RPA membership to solicit donations of goods, gift certificates and services from businesses throughout the greater Rochester community in exchange for recognition in our show program.

Between \$500 and 1,000 can be saved by reducing or eliminating the need for outside security during show hours or overnight. More about that in the next section.

Adding income will help alleviate the financial needs of ROPEX. Finding the "bodies" to make it all work is the other half of the challenge. How can you help? Here are some of the positions we're looking to fill.

Needed before the show...

Show Ad Manager- This person will contact area newspapers and other print media to collect current ad sizes and prices and determine which ones will give "the best bang for the buck" within the ROPEX advertising budget. He or she will be the primary liaison with these publications and ensure artwork is electronically delivered to each publication by their respective deadlines. Email access is needed in this position.

Show Ad Designer- This person will design various show ads for printed publications in coordination with the show committee's theme selection and meet the specs and deadlines of each publication in consultation with the Show Ad Manager. Computer design experience is a

must in any application that able to export the final artwork in WORD or PDF format. This position may be combined with the Show Ad Manager.

Raffle Manager- We are looking to reinstate our successful "Chinese Auction" style raffles of years past. This person will call and/or visit local vendors (restaurants, shops, stores, etc.) and fellow RPA members asking for donations of gift certificates or items for the raffle. Donors will be recognized in the show program with a business card sized "ad" either camera-ready or prepared by the Raffle Manager. He or she will also put together "thank you" packets for all donors to be mailed from the show containing a donation letter and show program.

Needed before and during the show...

Mailing List Manager- This person should have experience working with Excel spreadsheets along with email access. Before the show he or she will add new names and addresses to our mailing list, look for and delete any duplicates, and prepare labels for our pre-show mailer. Information from returned mail pieces will be updated in the data base. During the show the manager will coordinate volunteers working with drawing form data entry, or if need be, enter them after the show.

Needed during the show...

Entry Ticket Sellers- There will be an entrance fee for the first time at ROPEX. It will be \$3 per day or \$6 for a 3-day pass. All RPA members will get free entrance into the show by signing in at the entrance, along with exhibitors. In addition to tickets, all attendees will be give one free raffle form for a special drawing if they supply us with their name, address, phone number and email address (if applicable). Volunteers are needed to sell the tickets, hand out the drawing forms, collect and verify the forms have been filled out.

Data Entry Clerks

We may have a laptop or desktop computer at the entrance to allow us to enter information

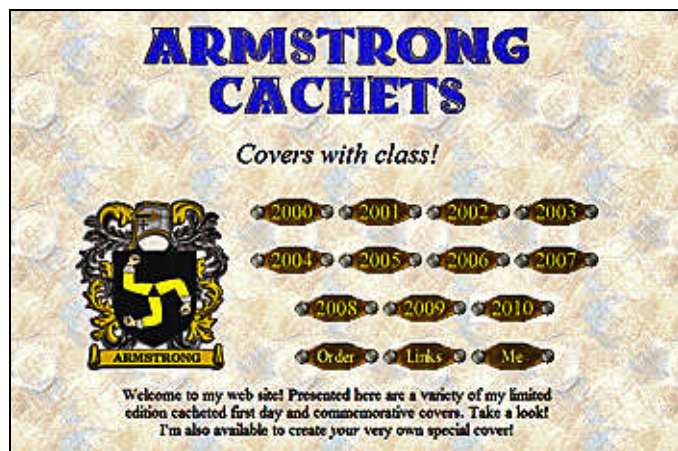
from the drawing forms onsite. If so, we are seeking people to enter those details into an Excel spreadsheet. Basic knowledge of using Excel is required. These positions will be overseen by the Mailing List Manager.

Day and Evening Security Guards

We have hired day and evening security guards around the clock at ROPEX from 2 PM on Thursday through tear down around 5 PM on Sunday. We are seeking volunteer members to take shifts during the day, and also possibly night shifts if enough people come forward.

RPA Members and their Philatelic Web Sites

Several RPA members have stamp-related web sites that you might not know about.



<http://www.armstrongcachets.com/>

You've probably run across Kelly during ROPEX or at RS Stamp Shows held a few times a year selling his hand made first day covers. His web site has been online for several years and features his artistry.

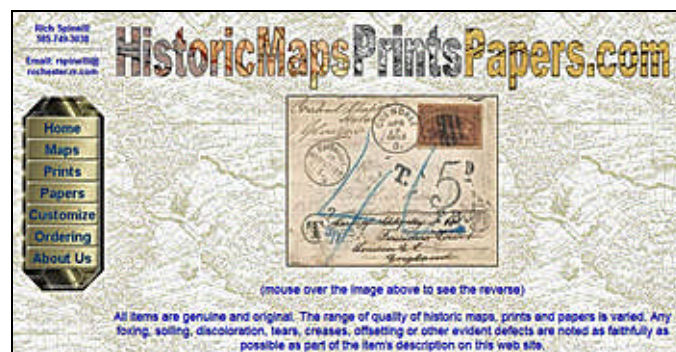
It had always been Kelly's desire to have such a web site, and several years ago his son decided to surprise him by paying for a domain name and a basic web package. Kelly asked Tom Fortunato to design and maintain the site, which he continues to this day.

Click on any year and you'll see both first day

and commemorative covers Kelly created for stamp issues or postmarks released then. The one exception is under "2000," as this web page also contains covers dating back to 1993.

His web presence has drawn a steady stream of customers. Cover prices are generally a couple dollars each with sets going for more.

Quantities of Kelly's covers range from as low as 5 to well over 80 for his Christmas envelopes, some of which are mailed as greetings to his many friends.



<http://www.historicmapsprintspapers.com/>

Rich Spinelli has entered the ephemera business with his new web site featuring maps, prints and papers. The latter category of course includes a variety of philatelic items!

Rich has given several talks to the RPA about his interests in tying history with philatelic documents of all sorts. Many times he'd mount and frame these along with a typewritten researched description, creating a unique displayable collectible worth more than the sum of its parts. This site is an extension of those works.

He scours bookstores and libraries sales for eighteenth and nineteenth century books as potential sources for items for his site. Rich also has a good eye for finding gems in dealer boxes that are often overlooked by others.

The majority of items are available on their own or with mats and frames ready to hang. Adding descriptive text is another option to completely tell the story of what is being shown.

Rochester Industrial Exposition Cachets

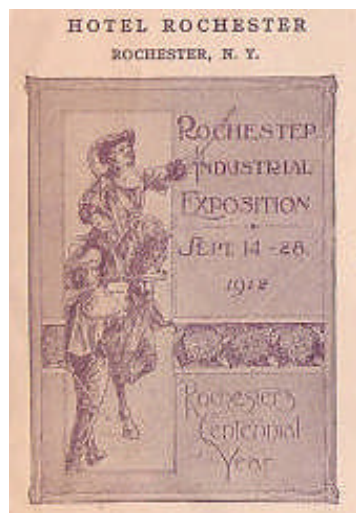
About a century ago Rochester hosted a series of "Industrial Fairs" to showcase the area's businesses to locals and out-of-towners alike. Advertisers of the era often used the image of the yearly poster on their business envelopes. Here's a sample of some of their cachets, all of which are highly collectible items today.



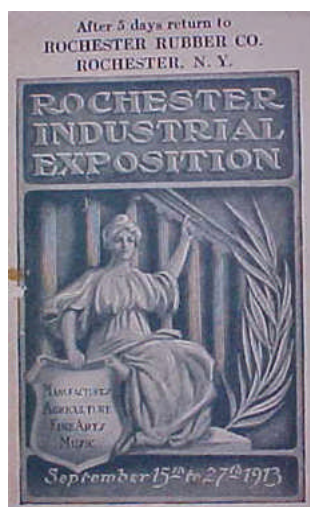
1909 – second year of the event



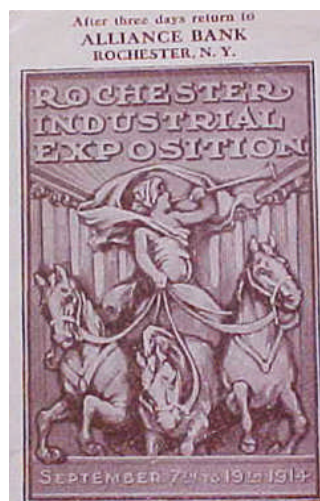
1911



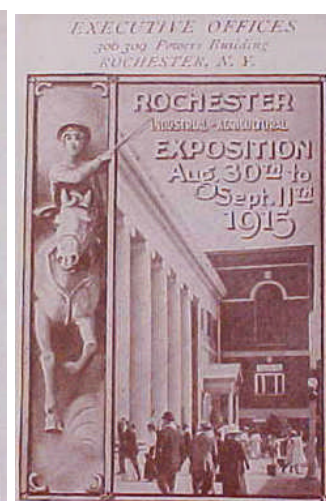
1912



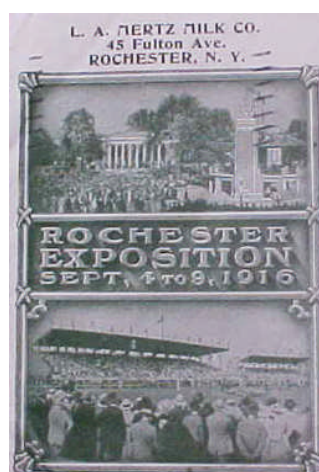
1913



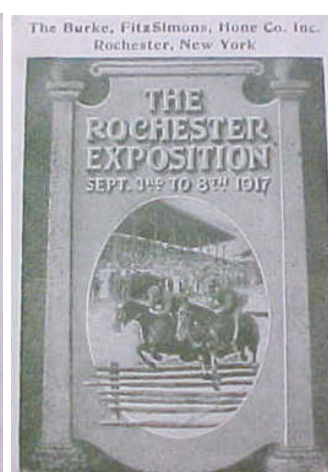
1914



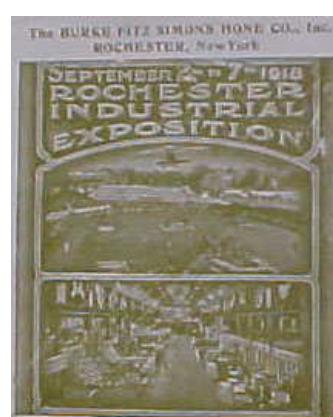
1915



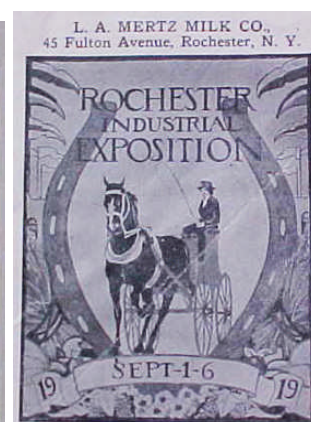
1916



1917



1918



1919

As you can tell from some of the cachets, horses were a favorite theme and often featured in displays dealing with transportation and sport alike.

Postally used covers bearing these commercial cachets have been selling for \$25-70 each.



Parades typically kicked off each year's event, as seen in this 1909 post card.



The expos were held in the aptly named "Exposition Park," known to us now as Genesee Park.



Craftsmen samples, "Rochester's Second Industrial Exposition and 75th Anniversary of Incorporation, October 11-23, 1909."

Upcoming Area Shows

Aug 29 **Rochester** RS Stamp Show
Eagles Club, 1200 Buffalo Rd (Route 33).
Hours: 10-4. Bourse.
Contact: John Nunes, (518)399-8395.
Email: Nunesnook@aol.com

Sep 12 **Syracuse** Syracuse Stamp, Coin & Collectibles Show
Holiday Inn- Carrier Circle, exit 35. Hours: 10-5. Bourse.
Contact: Ed Bailey, (315)452-0593.

Oct 3 **Rochester** RS Stamp Show
Eagles Club, 1200 Buffalo Rd (Route 33).
Hours: 10-4. Bourse.
Contact: John Nunes, (518)399-8395.
Email: Nunesnook@aol.com

Oct 15-16 **Big Flats** STEPEX Stamp Show
Sponsored by the Elmira Stamp Club.
American Legion Post, 45 South Olcott Rd, I-86 at exit 49. Hours: 10-6, 10-5. Dealers, exhibits, US Postal Service, show cancel and cacheted envelopes, junior activities.
Email: alatholleyrd@aol.com

Nov 12-14 **Toronto** CSDA National Postage Stamp Show
Queen Elizabeth Building, Exhibition Place.
Hours: Fri 11-6, Sat 10-5, Sun 10-4. Dealers, Canada Post. Bourse.
Email: secretary@csdaonline.com
Website: <http://www.csdaonline.com/shows/>

Nov 13-14 **Syracuse** Syracuse Stamp, Coin & Collectibles Show
Holiday Inn- Carrier Circle, exit 35. Hours: 10-5. Bourse.
Contact: Ed Bailey, (315)452-0593.

A complete listing of shows can be found at:
<http://www.rpastamps.org/rpa-stampshowcalendar.html>

This issue may be viewed in full color on our web site. The club's color copier is in the process of being moved and was unavailable to print out this issue.

New US Stamp Releases



- Sept 1 - 44¢ Hawaiian Rain Forest Nature of America sheet of 10
 Sept 5- 44¢ Mother Teresa
 Sept 14 -44¢ Julia de Burgos
 Oct 21 - 44¢ Evergreens (4 designs, Forever stamps)
 Oct 21- 44¢ Angel with lute

Next RPA Meetings

- Thursday, [Sept 9](#)....Welcome Back
 Thursday, [Sept 23](#)...A Tour of London (with some Philately Thrown In) by Tom Fortunato
 Thursday, [Oct 14](#).... Everyone A Dealer Night- bring your items for sale or trade
 Thursday, [Oct 28](#)....TBA
 Thursday, [Nov 11](#)...TBA

Contact Us

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Outstanding New Issues

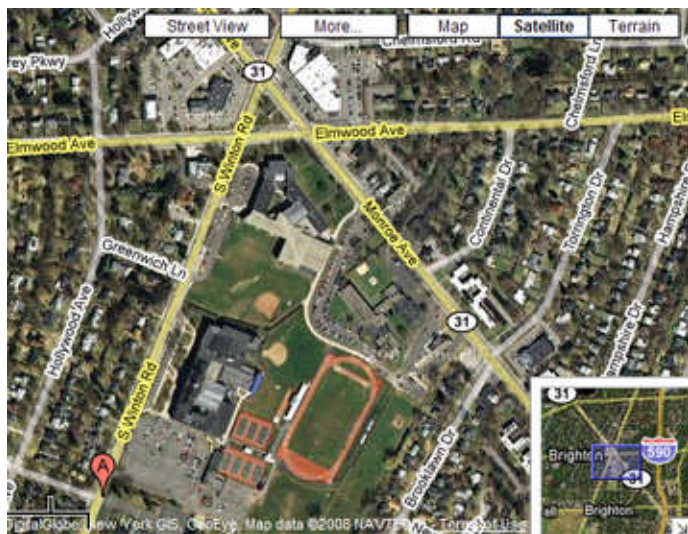


British chocolate stamps in dark chocolate, milk chocolate or white chocolate, in chocolate bar shaped panes of 8x3 with their own envelope. Find them online, but not in post offices... as these are just realistic design concepts by Tony Ng!

<http://www.toby-ng.com/graphic-design/chocolate-mail/>

The Rochester Philatelic Association
PO Box 10206 Brighton Station
Rochester, NY 14610-0206

RPA Meetings are at Twelve Corners Presbyterian Church
 1200 Winton Rd South, just south of Brighton High School



Late Breaking News...

The RPA Board received the resignations of three Board members on August 11, July 24 and July 30, respectively:

- Dave Bombard, President
- Joe Doles, Vice President
- Diane Bombard, Recording Secretary

All three remain RPA members, but have requested that their duties be assigned to others due to time, health or interest restraints. Their resignation letters will be available at the September 9 RPA meeting.

In accordance with RPA By-Laws Section 5.1.8, the remaining Board members have recommended temporary appointments as follows to finish the terms of those leaving:

President: Tom Fortunato
 Vice President: Frank Tritto
 Recording Secretary: To Be Decided
 Corresponding Secretary: To Be Decided
 Board Member: Rick Kase (replacing Frank Tritto)